TYPE STYLES SELECTION GUIDE

Today's reproduction methods—photocopy, photo-offset, etc., which have largely superseded the more conventional method of copies by carbon—require more legible, more easily reproduced type styles.

Smith-Corona, always conscious and abreast of modern trends, has redesigned many of its most famous type faces, and has come up with some new type designs that fit in perfectly with the new, modern methods of making copies.

This Type Styles Selection Guide has a showing of available SCM type faces. Among them you will be certain to find the one type that best fits your needs.

Many of these type styles are available from stock at no extra charge. Special type styles can be ordered on several models at an extra charge. Consult your dealer for model availability.

SCM® SMITH-CORONA
CONSUMER PRODUCTS DIVISION

STOCK TYPE STYLES AVAILABLE

STANDARD PICA NO. 1
10 Characters per inch
6 lines to a vertical inch

Pica is perhaps the most popular of all type styles. Generally regarded as standard for typewritten material, Pica is easy to read, conservative of space, and meets all requirements of general office work and correspondence. Pica Type gives copy that is pleasing in appearance and appealing to the eye.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼:",.?-=½;',./
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

STANDARD ELITE NO. 66
12 Characters per inch
6 lines to a vertical inch

Widely used for general office work and correspondence, Elite is one of the most popular of all type styles. This type condenses much typewritten material in a relatively small space without giving a crowded appearance. Elite type is especially favored for forms, reports, and correspondence. Elite will write letters with clarity and sharpness.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼:",.?-=½;',./
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

PRESIDENTIAL PICA NO. 78
10 Characters per inch
6 lines to a vertical inch

Presidential Pica offers the ultimate in distinctiveness for executive correspondence. The large shaded letters are easy to read and lend an air of differentness and importance to all correspondence. This distinctive type is highly recommended for preparing offset masters.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼:",.?-=½;',./
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

PRESIDENTIAL ELITE NO. 77
12 Characters
per inch
6 lines to
a vertical inch

Presidential Elite is a new type style designed especially to please the most discriminating users. It is ideal for distinctive executive correspondence, and is also very satisfactory for most other office requirements. This distinctive type is highly recommended for preparing offset masters.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼:",.?-=½;',./
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

CLASSIC PICA NO. 85
10 Characters
per inch
6 lines to
a vertical inch

Classic Pica is a distinctive and very legible type face. It is ideal for executive correspondence and preparing offset masters as well as multiple copies. Its clean, precise appearance and unique styling will add individuality to executive correspondence.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼:",.?-=½;',./
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

CLASSIC ELITE NO. 86
12 Characters
per inch
6 lines to
a vertical inch

Classic Elite has elegance, precision and style, while still retaining the warmness desired in business correspondence. It is a sans-serif style especially engraved for Smith-Corona Office Typewriters. This type has distinctiveness for executive correspondence and flexibility for all office applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()+=?/_- :;"',.
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0 ¼ ½

TEMPO PICA NO. 93
(X1)
10 Characters
per inch
6 lines to
a vertical inch

Tempo Pica was specifically designed to give the best possible results when photocopied or used for offset or other modern reproduction methods. This new type face features bold line, uniform stroke characters. Character heights were adjusted for better balance.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼:",.?-=½;',./
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

NOT RECOMMENDED FOR STENCILS

TEMPO ELITE NO. 83
(X2)
12 Characters
per inch
6 lines to
a vertical inch

Tempo Elite combines modernity with space economy and provides a type face with pleasing uniqueness. Featuring characters with bold - uniform strokes, this type style is easy to read and copies well using modern reproduction methods. A fine choice for those chosing a typewriter for business and personal use.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()+=?/_- :;"',.
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0 ¼ ½

NOT RECOMMENDED FOR STENCILS

REGENCY PICA NO. 80
10 Characters
per inch
6 lines to
a vertical inch

Regency is a handsome semi-shaded type well suited to executive and personal correspondence. It meets the demand for a type style of outstanding attractiveness and appeal while still economizing on vertical space. It makes excellent carbon copies and offset masters. It photocopies beautifully.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼:",.?-=½;',./
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

ARTISTIC CALLIGRAPHIC NO. 75
12 Characters per inch
4 lines to a vertical inch

Artistic Calligraphic (Script) is one of the most distinctive of all type styles. It is an excellent choice for those who wish to add a pleasing personal touch to their correspondence, where the informality and uniqueness of a script type are desirable.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&( )_+¼:",.?-=½;',./*
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

SPECIAL TYPE STYLES (AVAILABLE ON SPECIAL ORDER ONLY—NOT ALL MODELS)

EMPIRE PICA NO. 65
10 Characters per inch
6 lines to a vertical inch

Empire Type is a distinctively shaded type ideally suited for executive and personal correspondence. A specially designed style, Empire meets the demand for a type face of outstanding distinction. Empire offers written material that is easy to read, pleasing in appearance, and appealing to the eye.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*( )_+¼:",.?-=½;',./
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

EMPIRE ELITE NO. 95 (X65)
12 Characters per inch
6 lines to a vertical inch

A new, more readable, more reproducible type face. The full open design of the interior portions of this thoroughly modern face assures optimum clarity when used under today's reproduction methods - photocopy, mimeo, spirit transfer or other manifolding applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*( )_+¼:",.?-=½;',./
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

PICA PRIDE NO. 58
10 Characters per inch
6 lines to a vertical inch

This is a special type style developed to meet the wants of a few users who have requested slight variations from some of our more popular faces. This type style gives copy that is easy to read, pleasing in appearance, and appealing to the eye.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*( )_+¼:",.?-=½;',./
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

ELITE PRIDE NO. 59
12 Characters per inch
6 lines to a vertical inch

This special type has been developed to satisfy the wants of a few users who have requested slight variations from some of our more used faces. This sans-serif type style gives extra clarity and legibility on originals as well as carbons. This type gives copy that is easy to read, pleasing in appearance, and appealing to the eye.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*( )_+¼:",.?-=½;',./
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

JUDICIAL PICA NO. 87
10 Characters per inch
6 lines to a vertical inch

Judicial Pica No. 87 is a new attractive type style, ideally suited for general correspondence. This shaded type is excellent for a wide range of applications. It meets the demand for a type face of outstanding legibility and distinctiveness.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*( )_+¼:",.?-=½;',./
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

PICA GOTHIC NO. 4
10 Characters per inch
6 lines to a vertical inch

PICA GOTHIC PROVIDES MATERIAL OF GREAT NEATNESS AND CLARITY. REDUCING WELL TO A SMALL SIZE, PICA GOTHIC IS IDEAL FOR PARTS LISTS AND CATALOGS THAT ARE TO BE REPRODUCED BY THE PHOTO OFFSET PROCESS. PICA GOTHIC GIVES COPY THAT IS EASY TO READ, PLEASING IN APPEARANCE, AND APPEALING TO THE EYE.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼:",.?-=½;',./
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0

ELITE GOTHIC NO. 16
12 Characters per inch
6 lines to a vertical inch

ELITE GOTHIC COMBINES COMPACTNESS OF COPY WITH EXTREME NEATNESS AND HIGH LEGIBILITY. THIS SMALL GOTHIC STYLE TYPE IS ADVANTAGEOUS FOR STATISTICAL WORK, BILLING, ADDRESSING, INDEXING, ETC., WHERE MATTER MUST BE CONDENSED YET STILL HAVE GREAT CLARITY. THIS TYPE IS ALSO IDEAL FOR TYPING FORMS, REPORTS, AND CORRESPONDENCE.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼:",.?-=½;',./
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0

LARGE GOTHIC NO. 7
10 Characters per inch
6 lines to a vertical inch

LARGE GOTHIC HAS GREAT CLARITY AND IS EXTREMELY EASY TO READ. THIS TYPE IS USED FOR INDEXING, BILLING, ADDRESSING, TELEGRAMS, LABELS, ETC. LARGE GOTHIC HAS THE GENERAL CHARACTERISTICS OF PICA GOTHIC EXCEPT FOR THE INCREASED SIZE OF THE CHARACTERS.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼:",.?-=½;',./
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0

LARGE ELITE NO. 44
12 Characters per inch
6 lines to a vertical inch

Large Elite meets the demand for a type size that is between standard Elite and Pica. This type combines the compactness of Elite spacing with the greater legibility gained by the increased size of the Elite characters. Large Elite gives copy that is easy to read, neat in appearance, and appealing to the eye.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼:",.?-=½;',./
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

CORPORATE OBLIQUE NO. 91
10 Characters per inch
6 lines to a vertical inch

Smith-Corona Corporate Oblique No. 91 is a distinctive new Semi-Script type designed to combine the grace of script with gothic simplicity. Its beauty and clarity recommend it for both personal and business use. This sans-serif type is appropriate for reproduction as well as executive correspondence.

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&()_+¼:",.?-=½;',./*
abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

MACROTYPE™ GOTHIC NO. 94
6 Characters per inch
4 lines to a vertical inch

MACROTYPE GOTHIC - features a 44 key/88 character keyboard - great for presentations of all kinds.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(@#$%¢&*+=)1234567890¼½.,:;"'!?/_-

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